

Diploma thesis How media helped to create life-style of Czechoslovakian people deals with life in socialistic Czechoslovakia in two chosen newspaper perspective. Diploma thesis examines how in Lidová demokracie (published all over the republic) and Pochodeň (published in region of east Bohemia) informed about life-style, what a reader could know from their articles. Life-style is a wide topic, that is why we have chosen just these areas: flat building, culture of building concerning flat lay-out, furniture, textiles and decorations, next leisure time activities focused mainly on recreation represented by mass union recreation, pioneer camp, “cottaging” and camping. Last area is fashion as an integral part of life-style. Fashion is aimed at woman’s fashion. In socialism, man’s fashion was not interesting topic.

Those texts we have found are divided also into three groups – news, publicism and advertisements. To category of publicims we included also advices for household, recipes and this kind of texts. In advertisements, we used also consumer’s goods you can use at home or during your holidays (kitchen machines, televisors, tents etc.). We were interested not only in exact topics that we could find in above spoken areas, but also in regional aspect and its demonstration in Pochodeň and also who exactly the authors of those articles were.